

THE DEFINITIVE SALES CLASSIC WITH  
UPDATED INFORMATION FOR TODAY'S MARKET

**YOU CAN'T**  
**Teach a Kid**  
**to Ride a Bike**  
**AT A**  
**SEMINAR**

SECOND EDITION

**Sandler Training's 7-Step  
System for Successful Selling**

**DAVID H. SANDLER**  
FOUNDER OF SANDLER TRAINING

UPDATED AND WITH A FOREWORD BY  
DAVID MATTSON, CEO, SANDLER TRAINING

# [EPUB] You Can't Teach A Kid To Ride A Bike At A Seminar, 2nd Edition: Sandler Training's 7-Step System For Successful Selling

Getting the books **You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling** now is not type of challenging means. You could not unaccompanied going once books heap or library or borrowing from your links to approach them. This is an entirely simple means to specifically acquire lead by on-line. This online publication **You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling** can be one of the options to accompany you similar to having extra time.

It will not waste your time. believe me, the e-book will very reveal you further thing to read. Just invest tiny time to log on this on-line publication **You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling** as competently as review them wherever you are now.

**You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling**-David Sandler 2015-03-20 The bestselling sales classic! Revised and expanded to help you supercharge personal and team performance in today's ultra-competitive sales environment "People make buying decisions emotionally and justify them logically." That shrewd, timeless insight from the first edition of this bestselling book has become a "no-brainer" among sales professionals. Now **You Can't Teach a Kid to Ride a Bike at a Seminar** comes with new insights, information, and tools every sales leader can use. It combines Sandler's classic, battle-tested advice on driving personal and organizational success by breaking the rules of conventional selling with up-to-date best practices from experienced trainers of Sandler, now run by David Mattson.

**When Kids Can't Read, what Teachers Can Do**-G. Kylee Beers 2003 A guide to help teachers reach struggling readers offers practical strategies, classroom skills, and activities.

**Why Our Children Can't Read, and what We Can Do about it**-Diane McGuinness 1997 A neuropsychologist shows how outmoded methods for teaching reading have resulted in plummeting literacy levels and offers a new program, based on careful research, that teaches any child--including those with attention deficits--to read well. 35,000 first printing. Tour.

**50 Rules Kids Won't Learn in School**-Charles J. Sykes 2007-08-21 Identifies fifty life lessons about surviving in the real world that parents can use for a range of constructive benefits, in a primer that features such tips as "Life is not fair. Get used to it" and "Flipping burgers is not beneath your dignity."

**Teach Your Child to Read in 100 Easy Lessons**-Phyllis Haddox 1986-06-15 A step-by-step program that shows parents, simply and clearly, how to teach their child to read in just 20 minutes a day.

**13 Things Mentally Strong People Don't Do**-Amy Morin 2014-12-23

"Kick bad mental habits and toughen yourself up."—Inc. Master your mental strength—revolutionary new strategies that work for everyone from homemakers to soldiers and teachers to CEOs. Don't waste time feeling sorry for yourself Don't give away your power Don't shy away from change Don't focus on things you can't control Don't worry about pleasing everyone Don't fear taking calculated risks Don't dwell on the past Don't make the same mistakes over and over Don't resent other people's success Don't give up after the first failure Don't fear alone time Don't feel the world owes you anything Don't expect immediate results

**I Just Don't Like the Sound of No!**-Julia Cook 2018-01-23 'NO' is RJ's least favorite word . . . and he tries his best to convince his dad, his mom, and his teacher to turn "No" into "Maybe" or "We'll see" or "Later" or "I'll think about it." Author Julia Cook helps K-6 readers laugh and learn along with RJ as he understands the benefits of demonstrating the social skills of accepting "No" for an answer and disagreeing appropriately. Tips for parents and educators on how to teach and encourage kids to use these skills are included in the book. I Just Don't Like the Sound of NO! is another in the BEST ME I Can Be! series of books from the Boys Town Press that teach children social skills.

**They Don't Teach This**-Eniola Aluko 2019-08-29 \*SHORTLISTED FOR THE TELEGRAPH SPORTS BOOK AWARDS\* Eni Aluko: 102 appearances for England women's national football team. First female pundit on Match of the Day. UN Women UK ambassador. Guardian columnist. First class honors law degree. Now an inspirational author. They Don't Teach This steps beyond the realms of memoir to explore themes of dual nationality and identity, race and institutional prejudice, success, failure and faith. It is an inspiring manifesto to change the way readers and the future generation choose to view the challenges that come in their life applying life lessons with raw truths of Eni's own personal experience. 'A fascinating examination of her multiple identities - British and Nigerian, a girl in a boy's world, footballer and academic, a kid from an estate with upper-middle-class parents, a God-fearing rebel... Aluko does not hold back - and few people from the football establishment emerge with their reputation intact' Guardian

**You Can't Teach a Kid to Ride a Bicycle at a Seminar**-David H. Sandler 1920-01-01 Filled with vivid examples of success--and failures--from Sandler's own experience and that of the thousands of delighted students who have participated in his revolutionary sales motivation programs, You Can't Teach a Kid to Ride a Bike at a Seminar provides the salesperson with surprising, appealing new methods that make selling a rewarding adventure.

**Stop Teaching Our Kids to Kill**-Dave Grossman 2014 A retired lieutenant colonel and the founder of the Parent Coaching institute join forces to make the case that violence in media and games conditions children to take it for granted as an acceptable part of life and trains them to be successful instigators of violence. Original.

**Make Your Kid A Money Genius (Even If You're Not)**-Beth Kobliner 2017-02-07 From Beth Kobliner, the author of the bestselling personal finance bible "Get a Financial Life" a new, must-have guide showing parents how to teach their children (from toddlers to young adults) to manage money in a smart way.

**They Didn't Teach THIS in Worm School!**-Simone Lia 2018-02-13 A hungry chicken (who thinks he's a flamingo) and a quick-thinking worm set off on a madcap adventure — and forge an unlikely friendship. Marcus is a worm, and a bird named Laurence who looks very much like a chicken is about to eat him for breakfast. So what does Marcus do? He strikes up a conversation, of course! But even after talking his way out of being eaten, Marcus's troubles are just beginning: soon he is clinging to Laurence's neck as the designated navigator on an absurd journey to Kenya, where his feathered companion dreams of finding happiness with other flamingos like himself. Except Marcus can't actually read a map, and this bird is clearly not a flamingo. Will Marcus be able to get them both to Africa — or even manage to survive the day? Peppered with kid-friendly illustrations, this is a

buddy comedy that will have readers wriggling with laughter.

**Teaching with Poverty in Mind**-Eric Jensen 2010-06-16 In *Teaching with Poverty in Mind: What Being Poor Does to Kids' Brains and What Schools Can Do About It*, veteran educator and brain expert Eric Jensen takes an unflinching look at how poverty hurts children, families, and communities across the United States and demonstrates how schools can improve the academic achievement and life readiness of economically disadvantaged students. Jensen argues that although chronic exposure to poverty can result in detrimental changes to the brain, the brain's very ability to adapt from experience means that poor children can also experience emotional, social, and academic success. A brain that is susceptible to adverse environmental effects is equally susceptible to the positive effects of rich, balanced learning environments and caring relationships that build students' resilience, self-esteem, and character. Drawing from research, experience, and real school success stories, *Teaching with Poverty in Mind* reveals \* What poverty is and how it affects students in school; \* What drives change both at the macro level (within schools and districts) and at the micro level (inside a student's brain); \* Effective strategies from those who have succeeded and ways to replicate those best practices at your own school; and \* How to engage the resources necessary to make change happen. Too often, we talk about change while maintaining a culture of excuses. We can do better. Although no magic bullet can offset the grave challenges faced daily by disadvantaged children, this timely resource shines a spotlight on what matters most, providing an inspiring and practical guide for enriching the minds and lives of all your students.

**Baseball: Teach Your Kid to Hit...So They Don't Quit!**-Kevin Gallagher 2020-06-08 Kevin Gallagher has written a book that provides a process to parents and coaches on how to teach children to hit a baseball or a softball. It is a process that will dramatically increase the chances of any child to make contact with the ball. Hitting a baseball is hard and very few people know how to teach children or young adults how to hit. Throwing batting practice to a child is not teaching them to hit. This book is designed to convince the vast audience of Parents that they, regardless of their background, can teach their child to make contact with a baseball/softball,

by providing a simple process that will make sense to them and their child. If we don't teach our kids to hit, they will get frustrated and quit. The book is an easy read and is a story of the state of Baseball today, and takes us on a journey on how the length of Major League games, the late hour finishes, the Launch Angle Swing and the infatuation of the Home Run, as well as the amount of non-action during games, has all contributed to the games declining popularity in America and the disappearing participation of America's youth. It is a story full of anecdotes, quotes and eye popping statistics that makes the book enjoyable, but always leading to the inevitable conclusion that making contact with the baseball is the only way you will keep a child involved in the game?? and ultimately create more action inside the game. At the book's conclusion, Kevin lays out a simple 8 Step Process to make contact with the ball. It is a process for the parent to learn, understand, and own. Then, and only then, the parent will have the knowledge and confidence to teach their child. In addition to the written process, and numerous entertaining illustrations, there are links to a 24 minute instructional video broken down step-by-step to help you visualize what is being taught.

**Emotional Agility**-Susan A. David 2016 "The counterintuitive approach to achieving your true potential, heralded by the Harvard Business Review as a groundbreaking idea of the year"--

**Indistractable**-Nir Eyal 2019-09-10 "Indistractable provides a framework that will deliver the focus you need to get results." —James Clear, author of *Atomic Habits* "If you value your time, your focus, or your relationships, this book is essential reading. I'm putting these ideas into practice." —Jonathan Haidt, author of *The Righteous Mind* National Bestseller Winner of the Outstanding Works of Literature (OWL) Award Included in the Top 5 Best Personal Development Books of the Year by Audible Included in the Top 20 Best Business and Leadership Books of the Year by Amazon Featured in The Amazon Book Review Newsletter, January 2020 Goodreads Best Science & Technology of 2019 Finalist You sit down at your desk to work on an important project, but a notification on your phone interrupts your morning. Later, as you're about to get back to work, a colleague taps you on the shoulder to chat. At home, screens get in the way of quality time with your

family. Another day goes by, and once again, your most important personal and professional goals are put on hold. What would be possible if you followed through on your best intentions? What could you accomplish if you could stay focused? What if you had the power to become “indistractable?” International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal, wrote Silicon Valley’s handbook for making technology habit-forming. Five years after publishing *Hooked*, Eyal reveals distraction’s Achilles’ heel in his groundbreaking new book. In *Indistractable*, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: Abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us. Inside, Eyal overturns conventional wisdom and reveals: Why distraction at work is a symptom of a dysfunctional company culture—and how to fix it What really drives human behavior and why “time management is pain management” Why your relationships (and your sex life) depend on you becoming indistractable How to raise indistractable children in an increasingly distracting world Empowering and optimistic, *Indistractable* provides practical, novel techniques to control your time and attention—helping you live the life you really want.

**Teaching Kids to Thrive**-Debbie Silver 2017-04-07 There’s more to student success than standards and test scores... Integrating Social and Emotional Learning into a curriculum has been shown to increase personal and school-wide growth. With lifelong success the goal over simply meeting academic thresholds, *Teaching Kids to Thrive* presents strategies, activities, and stories in an approachable way to develop responsible, self-motivated learners. Uniting social, academic, and self-skills this instrumental resource offers benefits to students such as: Using mindfulness strategies to help students tap their inner strengths Learning to self-regulate and control other executive brain functions Developing growth mindsets along with perseverance and resilience Cultivating a sense of responsibility, honesty, and integrity Encouraging a capacity for empathy and gratitude

**It's Okay To Be Different**-Todd Parr 2011-02-21 It's okay to need some help. It's okay to be a different color. It's okay to talk about your feelings. From the bestselling author Todd Parr comes a reassuring book about being who you are. Told with Todd Parr's signature wit and wisdom, *It's Okay to Be Different* cleverly delivers the important messages of acceptance, understanding, and confidence in an accessible, child-friendly format. The book features the bold, bright colors and silly scenes that made Todd a premiere voice for emotional discussions in children's literature. Targeted to young children first beginning to read, this book will inspire kids to celebrate their individuality through acceptance of others and self-confidence--and it's never too early to develop a healthy self-esteem. *It's Okay to be Different* is designed to encourage early literacy, enhance emotional development, celebrate multiculturalism and diversity, and promote character growth.

**How Toddlers Thrive**-Tovah P Klein 2015-02-24 Klein argues that adult success is often established in the developmental preschool years. She shares advice for parents on how to promote such success-driving positive attributes as resilience, self-regulation, and empathy.

**Drums, Girls, and Dangerous Pie**-Jordan Sonnenblick 2010-01-01 From first-time novelist Jordan Sonnenblick, a brave and beautiful story that will make readers laugh and break their hearts at the same time. Thirteen-year-old Steven has a totally normal life: he plays drums in the All-Star Jazz band, has a crush on the hottest girl in the school, and is constantly annoyed by his five-year-old brother, Jeffrey. But when Jeffrey is diagnosed with leukemia, Steven's world is turned upside down. He is forced to deal with his brother's illness and his parents' attempts to keep the family in one piece. Salted with humor and peppered with devastating realities, *DRUMS, GIRLS, AND DANGEROUS PIE* is a heartwarming journey through a year in the life of a family in crisis.

**UnSelling**-Scott Stratten 2014-09-29 *UnSelling* is about everything but the sell. We put all of our focus on the individual purchase transaction, while

putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of a purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop. Unselling is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you. You don't need social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. It's time to separate from the pack of noise. It's time to UnSell.

**It's Okay to Make Mistakes-** 2014-07-15 In a tradition of Todd Parr's fan-favorite *It's Okay to Be Different* a book about embracing mistakes and the joy of happy accidents. Todd Parr's bestselling books have reminded kids to embrace differences, to be thankful, to love one another, and to be themselves. *It's Okay to Make Mistakes* embraces life's happy accidents, the mistakes and mess-ups that can lead to self discovery. Todd Parr brings a timely theme to life with his signature bold, kid-friendly illustrations and a passion for making readers feel good about themselves, encouraging them to try new things, experiment, and dare to explore new paths. From coloring outside the lines and creating a unique piece of art to forgetting an umbrella but making a new friend, each page offers a kid-friendly take on the importance of taking chances, trying new things, and embracing life, mistakes and all.

**Why Am I Me?**-Paige Britt 2017-08-29 Have you ever wondered why you are you? Or what it might feel like to be someone else? Someone taller, faster, smaller, smarter? Lighter, older, darker, bolder?

**The Miraculous Journey of Edward Tulane**-Kate DiCamillo 2009 Edward Tulane, a cold-hearted and proud toy rabbit, loves only himself until he is separated from the little girl who adores him and travels across the country, acquiring new owners and listening to their hopes, dreams, and histories. Jr

Lib Guild. Teacher's Guide available. Reprint.

**The Unteachables**-Gordon Korman 2019-01-08 A hilarious new middle grade novel from beloved and bestselling author Gordon Korman about what happens when the worst class of kids in school is paired with the worst teacher—perfect for fans of *Ms. Bixby's Last Day*. The *Unteachables* are a notorious class of misfits, delinquents, and academic train wrecks. Like Aldo, with anger management issues; Parker, who can't read; Kiana, who doesn't even belong in the class—or any class; and Elaine (rhymes with pain). The *Unteachables* have been removed from the student body and isolated in room 117. Their teacher is Mr. Zachary Kermit, the most burned-out teacher in all of Greenwich. He was once a rising star, but his career was shattered by a cheating scandal that still haunts him. After years of phoning it in, he is finally one year away from early retirement. But the superintendent has his own plans to torpedo that idea—and it involves assigning Mr. Kermit to the *Unteachables*. The *Unteachables* never thought they'd find a teacher who had a worse attitude than they did. And Mr. Kermit never thought he would actually care about teaching again. Over the course of a school year, though, room 117 will experience mayhem, destruction—and maybe even a shot at redemption.

**Why Johnny Still Can't Read**-Rudolf Flesch 1981 Explores the question of literacy among American school children, arguing that the common look-and-say method of teaching reading is ineffective and advocating the traditional phonic system

**Junior's Adventures: Storytime Book Set**-Dave Ramsey 2015-10-28 Your children can join Junior in these six fun-filled adventures! Transform their futures with these colorful and entertaining books by teaching them how to handle money now. From working and saving to giving and spending, these wonderful stories will teach your kids real-life lessons, and the stories are so much fun that your children won't even know they're learning! Recommended for kids ages 3-10. What Books Are In the Junior's Adventures: Storytime Book Set? The Super Red Racer (Work) Careless at

the Carnival (Spending) The Big Birthday Surprise (Giving) My Fantastic Fieldtrip (Saving) The Big Pay-Off (Integrity) Battle of the Chores (Debt)

**How to Talk So Kids Will Listen & Listen So Kids Will Talk**-Adele Faber 1999-10-01 Details a program for improving communication between parents and children, providing sample dialogues, role-playing exercises, and humorous yet illuminating cartoons

**Sales Truth**-Mike Weinberg 2019-06-11 A blunt wake-up call to salespeople and sales leaders that debunks the myths of the latest miracle solutions and refocuses your sales strategy on a proven approach that will drive the results you want. Can you handle the truth? Can succeeding in sales be as simple as hooking up the latest CRM tool or perfecting your social media profiles and waiting for qualified leads to automatically show up in your inbox? Are you having trouble believing what the new self-proclaimed "experts" keep posting on LinkedIn and beginning to question their proclamation that everything in sales has changed? Welcome to the world of sales, where the one constant you can bank on is the noise from so-called experts and thought leaders who want to convince you everything has changed and that you need their latest tools, toys, or tricks to stay even or get ahead of the pack. Yet, ironically, it seems that the more of these new miracle solutions you adopt, the harder it is to get results. In Sales Truth, Mike Weinberg offers a blunt wake-up call to salespeople and sales leaders on how to get past the noise and nonsense, so you can start winning more New Sales. Here's the truth: Many of these so-called sales experts lack clients, credibility, and a track record of helping sellers achieve breakthrough results. The number of "likes" a sales improvement article receives is often inversely proportional to its accuracy or helpfulness to the typical seller or sales team. What has worked exceedingly well in sales and sales management for the past couple of decades is still the (not so) secret to sales success today, and you can discover these accessible, simple truths and best practices that will drive the results you want in this bold new book. Mike Weinberg, bestselling author of New Sales. Simplified. and Sales Management. Simplified., brings sanity back to the sales effectiveness table by sharing proven strategies that he sees working firsthand across sales teams in a myriad of industries around the globe. Stop looking for the

shortcut or secret sales sauce and instead apply Weinberg's proven, powerful principles to help you master the fundamentals of professional selling and create more new sales opportunities than you ever believed possible.

**The Tuttle Twins Learn About The Law**-Connor Boyack 2014-04-23 Until now, freedom-minded parents had no educational material to teach their children the concepts of liberty. The Tuttle Twins series of books helps children learn about political and economic principles in a fun and engaging manner. With colorful illustrations and a fun story, your children will follow Ethan and Emily as they learn about liberty!

**The Season of Styx Malone**-Kekla Magoon 2018 Caleb Franklin and his younger brother, Bobby Gene, spend an extraordinary summer their new, older neighbor, Styx Malone, a foster boy from the city in this lively and diverse story from the Coretta Scott King Honor-winning author of "How It Went Down."

**Some Nerve**-Patty Chang Anker 2014-10-07 The creator of the award-winning blog, "Facing Forty Upside Down," describes how midlife and a desire to be a better role model to her daughters compelled her to confront common personal fears, including riding a bike, diving into a swimming pool and surfing.

**Lovely**-Jess Hong 2017 Big, small, curly, straight, loud, quiet, smooth, wrinkly. Lovely explores a world of differences that all add up to the same thing: we are all lovely!

**Black Lives Matter at School**-Jesse Hagopian 2020-12 Black Lives Matter at School succinctly generalizes lessons from successful challenges to institutional racism that have been won through the BLM at School movement that began at one school in 2016 and has since spread to

hundreds of schools across the country. This book will inspire many hundreds or thousands of more educators to join the BLM at School movement at a moment when this antiracist work in education could not be more urgent. Contributors include Opal Tometi who wrote a moving foreword, Bettina Love who has a powerful chapter on abolitionist teaching, Brian Jones who writes about centering BLM at School in the historical context of other struggles for racial justice in education and several prominent teacher union leaders from Chicago to Los Angeles and beyond who discuss the importance of anti-racist struggle in education unions. The book includes essays, interviews, poems, resolutions, and more from educators, students and parents around the country who have been building Black Lives Matter at School on the ground.

**Prospect the Sandler Way**-John Rosso 2014-04-01 John Rosso's book shares thirty core principles for mastering stress-free lead development by phone and over the Internet, in accordance with the selling system developed by David Sandler.

**Alphabet Tales**-Sarah K. Major 2010-09-22 Want to ease your child into reading? Start him out with Alphabet Tales. Each tale tells a story about how the letter came to have its shape and sound, creating a humorous and unforgettable learning experience. Embedding learning in stories makes it nearly impossible for any child to forget the all-important story content. Charming full-color illustrations enhance this learning/story time for all types of learners, but especially for visual, right-brained, kinesthetic learners.

**Maniac Magee**-Jerry Spinelli 2014-01-28 A Newbery Medal winning modern classic about a racially divided small town and a boy who runs. Jeffrey Lionel "Maniac" Magee might have lived a normal life if a freak accident hadn't made him an orphan. After living with his unhappy and uptight aunt and uncle for eight years, he decides to run--and not just run away, but run. This is where the myth of Maniac Magee begins, as he changes the lives of a racially divided small town with his amazing and

legendary feats.

**Unlimited Sales Success**-Brian Tracy 2013-10-20 Don't fall for the trap--there is no single "secret" to finding untold sales success. If there were, with the countless number of salespeople who have trekked their way through the intimidating jungle of sales across dozens of industries over the years, at least one of them would've spilled the beans and everyone in sales would be enjoying ridiculous amounts of success. So no, there is no secret to sales. But there is a set of consistently successful selling techniques that most companies don't teach their salespeople, and which most entrepreneurs and independent sales pros think they don't have time to learn. But some things in life are too important to not take the time to learn, and this is certainly one of them! In Unlimited Sales Success, readers will discover practical, time-tested principles that can be learned and utilized by anyone, including:

- The psychology of selling: your own mindset is just as important as your customer's
- Personal sales planning and time management: whether you work for yourself or someone else, great planning equals great success
- Prospecting power: get more and better appointments
- Consultative and relationship selling: position yourself as a partner with the account
- Identifying needs accurately: you'll know how to arouse their interest and overcome objections
- Influencing customer behavior: learn what triggers quick buying decisions
- Closing the sale: the five best methods ever discovered
- And more

Loaded with eye-popping facts, extremely beneficial exercises, and exhilarating stories of great selling techniques in action, Unlimited Sales Success will provide for you a use-it-now approach that will set you up for becoming a top sales professional in your industry today.

**Reading in the Brain**-Stanislas Dehaene 2010 Examines the process through which the human brain has adapted to create and recognize words, discussing the history of writing and reading and presenting current research into such topics as language, spelling logic, and dyslexia.

**Sandler Success Principles: 11 Insights that will change the way you**

**THINK and SELL**-David Mattson 2012 Improve performance through self-awareness and relationships. Mattson and Seidman, C-level executives at Sandler Training, a world leader in sales training, focus readers on the 11 core principles that can reshape identity and promote professional growth. The Sandler System reveals the insights necessary to shift your own beliefs, behaviors, and attitudes to match those of the highest-earning, most

successful sales representatives.